



**American Pulse Survey 10 (4.25.08)**

	All Adults 18+	HH Income Less Than \$50K	HH Income Greater Than \$50K	Male	Female	18 - 34	35 - 54	55+	Republicans	Democrats	Independents
<b>As a way of coping with the current economic environment, are you doing any of the following? (Check all that apply)</b>											
Using credit cards more for purchasing food, clothing, etc.	25.3%	24.8%	26.0%	23.8%	26.6%	28.0%	23.5%	24.8%	23.8%	28.0%	23.4%
Paying down debt on loans/credit cards	36.3%	33.7%	39.6%	35.6%	36.9%	32.5%	38.6%	37.1%	38.4%	36.9%	36.9%
Deferring purchases of clothing	37.6%	40.6%	34.4%	35.4%	39.6%	34.4%	40.5%	37.0%	38.2%	39.4%	37.8%
Deferring purchases of electronics	36.2%	37.5%	34.9%	37.5%	34.9%	30.0%	40.4%	37.0%	37.7%	37.0%	37.1%
Deferring automobile purchases	29.1%	29.8%	28.6%	31.1%	27.1%	21.2%	32.1%	33.2%	31.0%	28.8%	31.6%
Driving less	57.3%	60.8%	53.5%	56.0%	58.5%	45.3%	61.5%	64.2%	59.9%	58.4%	61.5%
Dining out less	61.7%	65.3%	57.9%	57.9%	65.3%	59.0%	66.2%	58.8%	63.8%	62.6%	63.1%
Attending fewer movies, plays, etc.	47.4%	50.7%	43.6%	45.1%	49.6%	46.1%	51.9%	43.0%	49.3%	49.0%	46.0%
Buying fewer designer clothing products	33.2%	35.6%	30.8%	32.3%	34.1%	30.8%	35.2%	33.2%	33.8%	34.3%	31.5%
Carpooling to work	5.3%	5.7%	5.0%	6.2%	4.5%	8.7%	5.5%	1.6%	4.8%	5.2%	6.1%
Buying a smaller car	8.5%	8.7%	8.4%	10.4%	6.7%	10.5%	8.4%	6.6%	8.9%	8.7%	7.8%
Eating at fast food restaurants more often in place of sit down restaurants	21.0%	24.6%	16.6%	21.3%	20.6%	23.9%	21.5%	17.3%	20.0%	20.4%	21.1%
Shopping discount stores more and department stores less	46.1%	51.8%	39.3%	40.2%	51.6%	39.4%	51.7%	45.7%	43.0%	49.6%	46.6%
Cutting back on vacation budget/expenditures	45.3%	44.8%	46.5%	43.8%	46.7%	37.1%	53.0%	43.9%	44.2%	48.7%	46.4%
Other	6.2%	6.3%	6.3%	6.7%	5.7%	4.1%	7.8%	6.4%	5.6%	6.5%	6.6%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

	All Adults 18+	HH Income Less Than \$50K	HH Income Greater Than \$50K	Male	Female	18 - 34	35 - 54	55+	Republicans	Democrats	Independents
<b>On a scale of 1-5, with 1 being "not at all" and 5 being "very much," how much are the following impacting your budget?:</b>											
<b>Price of gas</b>											
1 - Not at all	6.1%	6.9%	5.2%	7.4%	4.9%	9.2%	4.6%	4.9%	3.8%	6.4%	5.7%
2 - Not really	3.2%	2.5%	3.9%	3.4%	2.9%	3.2%	2.2%	4.4%	3.7%	3.0%	3.1%
3 - Undecided	2.7%	2.4%	2.8%	2.4%	2.9%	2.9%	2.2%	3.0%	2.6%	2.2%	3.0%
4 - Somewhat	20.2%	15.5%	26.4%	21.6%	18.9%	18.4%	18.3%	24.5%	24.8%	18.0%	19.7%
5 - Very much	67.9%	72.7%	61.8%	65.2%	70.4%	66.4%	72.8%	63.1%	65.1%	70.4%	68.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Average</b>	4.4	4.4	4.4	4.3	4.5	4.3	4.5	4.4	4.4	4.4	4.4
<b>Price of groceries</b>											
1 - Not at all	4.1%	2.7%	5.7%	5.1%	3.1%	7.5%	1.4%	4.0%	3.5%	2.7%	4.0%
2 - Not really	6.9%	5.9%	7.7%	7.0%	6.7%	8.1%	4.9%	8.1%	9.2%	6.5%	6.0%
3 - Undecided	5.7%	5.0%	6.4%	6.4%	5.0%	7.6%	5.3%	4.2%	6.6%	4.6%	6.5%
4 - Somewhat	36.2%	31.2%	42.7%	38.8%	33.7%	39.0%	34.5%	35.5%	38.0%	34.5%	36.3%
5 - Very much	47.2%	55.1%	37.6%	42.7%	51.5%	37.8%	53.9%	48.3%	42.6%	51.7%	47.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Average</b>	4.2	4.3	4.0	4.1	4.2	3.9	4.3	4.2	4.1	4.3	4.2
<b>Taxes</b>											
1 - Not at all	6.4%	6.5%	6.2%	7.8%	5.1%	9.5%	4.0%	6.3%	5.6%	4.9%	6.4%
2 - Not really	12.2%	12.4%	12.0%	12.2%	12.1%	13.3%	10.3%	13.3%	13.8%	12.9%	12.8%
3 - Undecided	14.8%	15.4%	13.9%	15.0%	14.7%	19.8%	13.5%	11.5%	12.7%	15.8%	14.4%
4 - Somewhat	30.5%	28.4%	33.4%	31.2%	29.8%	31.3%	30.6%	29.6%	32.7%	28.6%	31.5%
5 - Very much	36.1%	37.3%	34.5%	33.8%	38.3%	26.1%	41.6%	39.2%	35.2%	37.8%	34.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Average</b>	3.8	3.8	3.8	3.7	3.8	3.5	4.0	3.8	3.8	3.8	3.8
<b>Cost of heating/cooling home</b>											
1 - Not at all	7.0%	6.7%	7.4%	8.2%	5.9%	12.4%	3.4%	6.1%	7.2%	5.8%	5.6%
2 - Not really	9.6%	8.3%	11.1%	10.6%	8.6%	11.1%	7.9%	10.2%	10.1%	9.5%	10.0%
3 - Undecided	8.9%	8.7%	9.0%	9.2%	8.5%	14.3%	6.9%	5.9%	9.0%	7.5%	10.8%
4 - Somewhat	27.7%	24.7%	31.5%	26.8%	28.5%	29.0%	25.9%	28.5%	31.0%	25.7%	26.2%
5 - Very much	46.8%	51.6%	41.0%	45.2%	48.4%	33.2%	55.9%	49.2%	42.8%	51.5%	47.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Average</b>	4.0	4.1	3.9	3.9	4.0	3.6	4.2	4.0	3.9	4.1	4.0

	All Adults 18+	HH Income Less Than \$50K	HH Income Greater Than \$50K	Male	Female	18 - 34	35 - 54	55+	Republicans	Democrats	Independents
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**Do you think American oil companies' profits are too high?**

Yes, they should consider American consumers and help to ease their financial burdens by lowering costs rather than increasing their profits

No, their profits are in line with other industries

I don't know

Total

84.1%	85.9%	82.0%	80.4%	87.6%	78.9%	86.9%	85.9%	80.7%	90.7%	83.2%
7.5%	5.2%	10.5%	11.6%	3.6%	9.0%	6.2%	7.6%	11.4%	3.2%	8.9%
8.4%	8.9%	7.5%	8.0%	8.8%	12.1%	6.9%	6.5%	7.8%	6.1%	7.9%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**What would motivate you to buy a new vehicle? (Check all that apply)**

Price incentives

Government stimulus check

Improvement in the economy

Improvement in my personal financial situation

Advancements in hybrid technology/fuel economy

New model cars and trucks to be introduced

I would not buy a new car anytime soon

Other

32.2%	30.7%	34.0%	35.1%	29.4%	36.2%	32.9%	27.2%	31.3%	35.9%	32.0%
16.0%	16.3%	15.8%	18.3%	13.8%	22.5%	16.0%	9.3%	16.5%	16.4%	16.7%
24.6%	23.3%	26.5%	26.6%	22.7%	27.5%	26.0%	19.8%	22.3%	26.6%	26.2%
41.3%	41.5%	41.7%	43.1%	39.7%	49.1%	41.9%	32.7%	41.2%	41.2%	43.6%
26.5%	23.2%	30.9%	29.1%	24.1%	31.3%	24.4%	24.3%	24.5%	26.5%	32.4%
7.5%	6.4%	8.9%	9.9%	5.2%	10.0%	7.1%	5.4%	6.7%	8.1%	8.1%
38.8%	43.5%	33.0%	35.9%	41.5%	30.7%	40.0%	45.4%	38.0%	40.5%	36.0%
4.9%	4.9%	4.7%	5.6%	4.2%	3.3%	5.6%	5.7%	3.7%	4.9%	4.6%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

**In light of the current economic situation, do you haggle for a better price on products (other than a car, house)?**

Yes

No

Total

50.3%	51.6%	48.9%	51.0%	49.5%	46.4%	56.6%	46.1%	48.0%	52.1%	51.0%
49.7%	48.4%	51.1%	49.0%	50.5%	53.6%	43.4%	53.9%	52.0%	47.9%	49.0%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**What product categories have you haggled for? (Check all that apply)**

Apparel

Appliances

Beauty Care/Cosmetics

Electronics

Food/Groceries

Furniture

28.4%	30.4%	25.7%	26.3%	30.3%	37.8%	26.0%	21.8%	24.9%	29.8%	25.1%
37.3%	34.3%	40.9%	40.7%	34.1%	32.9%	40.7%	37.4%	35.6%	40.2%	38.2%
12.3%	13.9%	10.2%	8.1%	16.3%	20.0%	10.2%	7.2%	9.4%	13.5%	12.9%
37.2%	36.8%	37.5%	46.5%	28.3%	43.6%	38.5%	28.9%	34.2%	37.8%	37.7%
33.1%	40.6%	23.0%	31.1%	34.9%	40.7%	32.3%	26.2%	30.8%	32.5%	29.4%
31.9%	30.5%	33.9%	30.2%	33.5%	31.7%	34.4%	28.8%	31.2%	29.9%	35.7%

	All Adults 18+	HH Income Less Than \$50K	HH Income Greater Than \$50K	Male	Female	18 - 34	35 - 54	55+	Republicans	Democrats	Independents
Home Decor	15.3%	14.8%	15.8%	16.5%	14.2%	21.3%	14.5%	10.3%	16.6%	17.1%	12.6%
Home Improvement Items	27.6%	24.8%	30.7%	28.7%	26.5%	23.9%	27.2%	31.8%	29.5%	25.4%	29.3%
Jewelry/Watches	13.9%	11.9%	17.0%	16.1%	11.8%	18.6%	13.4%	9.8%	14.6%	14.9%	12.4%
Shoes	20.0%	23.0%	16.1%	23.3%	16.8%	29.7%	19.0%	11.3%	18.4%	19.5%	16.7%
Sporting Goods	9.9%	9.0%	11.3%	15.6%	4.6%	16.6%	8.7%	4.7%	9.9%	7.9%	11.0%
Tires/Batteries/Auto Repair	38.6%	40.6%	35.7%	43.7%	33.8%	37.9%	38.6%	39.4%	35.2%	38.7%	45.0%
Other	7.5%	6.6%	8.5%	7.2%	7.7%	5.2%	9.0%	7.8%	6.5%	6.1%	7.1%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

**Are you concerned that the instability in the airline industry will affect your summer vacation plans? (Check all that apply)**

Yes, I am worried that the airline through which I've booked my tickets may go out of business before I fly	6.8%	5.3%	8.7%	6.9%	6.8%	7.6%	6.8%	6.0%	5.9%	8.1%	5.9%
Yes, I am worried about higher costs such as increases in fares	17.4%	15.6%	19.7%	16.6%	18.2%	19.2%	15.4%	18.1%	16.3%	21.0%	14.6%
Yes, I am worried about costs for "extras" such as checking bags	10.4%	9.8%	11.3%	10.4%	10.5%	12.2%	8.5%	11.2%	10.1%	12.3%	9.8%
Yes, I am driving instead of flying	7.3%	6.4%	8.7%	6.7%	7.9%	6.5%	7.9%	7.5%	7.4%	8.2%	8.4%
I am not planning to take a summer vacation	32.5%	36.6%	27.5%	30.0%	34.9%	33.2%	32.2%	32.2%	32.5%	33.3%	32.6%
No, I'm not concerned	44.2%	44.6%	43.8%	48.6%	40.0%	43.2%	46.2%	42.6%	44.3%	39.4%	47.8%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

**Do you think female doctors are more caring?**

Yes	34.0%	34.8%	33.1%	28.5%	39.2%	31.8%	34.5%	35.5%	31.9%	39.9%	30.1%
No	33.1%	30.7%	36.0%	34.7%	31.6%	36.7%	33.6%	28.8%	36.5%	30.4%	33.8%
I don't know	32.9%	34.5%	30.9%	36.9%	29.2%	31.5%	31.9%	35.7%	31.6%	29.7%	36.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**If you found \$100,000 on the street, would you return it?**

Yes	58.3%	54.6%	63.2%	52.4%	64.0%	43.8%	58.8%	72.5%	68.8%	56.3%	58.4%
No	27.7%	29.9%	24.7%	33.6%	22.1%	34.6%	28.1%	20.2%	22.0%	28.3%	28.3%
Depends on if I would get caught	13.9%	15.5%	12.0%	14.0%	13.9%	21.6%	13.1%	7.3%	9.2%	15.3%	13.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	All Adults 18+	HH Income Less Than \$50K	HH Income Greater Than \$50K	Male	Female	18 - 34	35 - 54	55+	Republicans	Democrats	Independents
<b>Would you steal to feed your starving family?</b>											
Yes	33.7%	35.1%	31.9%	36.3%	31.2%	45.3%	30.3%	26.1%	28.0%	35.7%	37.0%
No	39.7%	39.2%	40.3%	39.6%	39.7%	29.8%	44.0%	44.2%	46.5%	36.7%	36.0%
I don't know	26.7%	25.7%	27.8%	24.1%	29.1%	24.9%	25.8%	29.7%	25.5%	27.6%	27.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>If you could compete in any sport in the Summer or Winter Olympics, regardless of talent, which sport would you choose?</b>											
Baseball/softball	12.7%	12.5%	12.8%	19.0%	6.7%	12.3%	11.9%	14.1%	15.5%	11.5%	12.1%
Basketball	6.3%	6.6%	6.0%	8.8%	3.9%	7.5%	5.8%	5.7%	5.5%	7.5%	4.9%
Bobsleigh	4.4%	4.8%	4.0%	6.1%	2.8%	3.6%	5.9%	3.2%	4.8%	3.8%	4.1%
Cycling	4.7%	5.1%	4.3%	6.1%	3.4%	4.0%	5.7%	4.3%	5.0%	4.2%	4.8%
Diving	1.6%	2.1%	1.0%	1.8%	1.4%	2.2%	1.5%	1.2%	1.3%	2.2%	1.3%
Figure skating	10.6%	10.2%	11.1%	1.6%	19.1%	7.7%	10.4%	13.8%	11.4%	12.1%	9.8%
Gymnastics	7.1%	6.9%	7.4%	1.7%	12.2%	10.0%	7.0%	4.3%	6.3%	8.3%	6.3%
Hockey	3.4%	2.3%	4.8%	5.8%	1.0%	5.6%	3.0%	1.6%	4.4%	2.5%	3.1%
Luge	2.8%	2.1%	3.8%	3.8%	1.9%	2.3%	3.4%	2.6%	2.9%	2.5%	3.1%
Rowing	1.9%	1.8%	2.0%	1.9%	1.9%	1.5%	1.4%	2.8%	1.8%	1.6%	2.2%
Skiing/snowboarding	3.6%	3.0%	4.4%	4.3%	3.0%	5.5%	3.4%	2.0%	3.4%	3.3%	3.5%
Speed skating	1.0%	1.0%	0.9%	1.1%	0.9%	0.6%	1.6%	0.6%	0.8%	0.8%	1.5%
Swimming	10.9%	11.4%	10.0%	7.4%	14.2%	8.9%	11.2%	12.5%	9.2%	11.0%	13.2%
Synchronized swimming	1.4%	1.4%	1.4%	0.4%	2.3%	0.8%	1.6%	1.7%	1.4%	1.3%	2.4%
Tennis	4.4%	4.3%	4.5%	3.7%	5.1%	5.1%	3.3%	5.1%	4.4%	4.4%	3.9%
Track & Field	4.9%	4.2%	5.8%	5.9%	3.9%	4.5%	4.7%	5.5%	4.9%	5.5%	5.8%
Volleyball	6.8%	7.3%	6.2%	4.5%	9.0%	6.0%	8.4%	5.5%	5.9%	7.3%	7.5%
Wrestling	2.8%	3.2%	2.4%	5.1%	0.7%	4.3%	2.4%	1.9%	3.0%	2.8%	1.6%
Other	8.7%	9.8%	7.2%	11.0%	6.6%	7.6%	7.4%	11.5%	8.0%	7.3%	9.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>What is your favorite color M&amp;M candy?</b>											
Green	20.0%	19.4%	20.7%	20.0%	20.0%	26.6%	21.4%	11.4%	20.0%	18.3%	22.8%
Yellow	6.9%	7.3%	6.3%	6.7%	7.2%	5.9%	6.6%	8.4%	7.6%	7.0%	6.1%
Red	24.5%	23.7%	25.5%	21.6%	27.2%	17.8%	23.7%	32.2%	26.1%	25.2%	23.7%
Orange	4.7%	4.2%	5.1%	5.3%	4.1%	3.3%	5.5%	4.9%	4.7%	5.4%	4.8%
Brown	10.2%	10.1%	10.2%	10.2%	10.2%	8.0%	8.4%	14.6%	10.7%	11.7%	9.1%
Blue	26.6%	28.2%	24.7%	27.9%	25.3%	32.6%	27.2%	19.7%	26.2%	25.5%	26.5%
Other	7.2%	7.0%	7.4%	8.4%	6.1%	5.8%	7.1%	8.8%	4.8%	6.9%	6.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

<b>All Adults</b>	<b>HH Income</b>	<b>HH Income</b>									
<b>18+</b>	<b>Less Than</b>	<b>Greater Than</b>	<b>Male</b>	<b>Female</b>	<b>18 - 34</b>	<b>35 - 54</b>	<b>55+</b>	<b>Republicans</b>	<b>Democrats</b>	<b>Independents</b>	
	<b>\$50K</b>	<b>\$50K</b>									

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